Opel tries U.S. ideas in ads for new Vectra

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — General Motors-Europe is using American marketing and advertising concepts to polish the image of its Opel subsidiary in Europe and to launch its new Opel Vectra in the highly competitive intermediate segment.

The new campaign, entitled "Look at Opel now," uses image advertising rather than traditional European car advertising, which is more product-specific.

The new themeline and image advertising are designed to shake off Opel's image as a traditional, working-class man's car and attract young, affluent and upwardly mobile consumers.

The campaign is a joint effort between the Detroit and Milan, Italy, offices of McCann-Erickson, which handles the GM-Europe account in 14 European countries in addition to U.S. advertising for Buick, GMC Truck and Lotus.

Advertising Age estimates the first-year ad budget for the Opel Vectra and Vauxhall Cavalier at $50 million to $60 million.

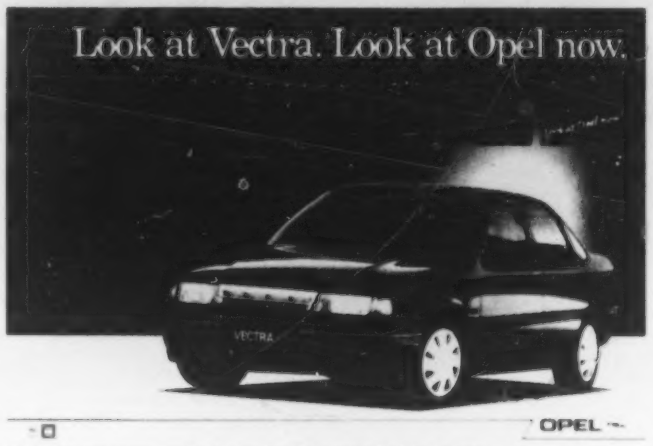
The campaign will run in Austria, Belguim, Denmark, Finland, Sweden, Norway, Netherlands, Italy, Spain, France, Switzerland, Greece, Portugal and Ireland.

Several McCann offices proposed creative approaches for the Opel campaign in a workshop held in Milan last January. The Detroit office's proposal was chosen and was later implemented by the Milan office.

According to Jim Moore, McCann vice president and group account supervisor on the GM-Europe account, the campaign represents the first time a European carmaker has attempted image advertising.

"The campaign does not hammer away at product," said Moore, who worked on Buick before being named to his current post. "We wanted it to stand out. We wanted people to have a reason to watch it repeatedly. It makes a statement about Opel."

In the campaign, a beautiful woman (New York model Rosemary McGrath) is shown driving a red Opel Vectra through the streets of Paris at night. Her boyfriend watches her on several television screens in what looks like a television studio. The camera flashes on several scenes of Paris nightlife, and background music has a rock beat.



Print ads are more product-specific than the television spots

McCann's Detroit office was responsible for the lyrics and music. The overall art direction was a joint effort between Milan and Detroit.

Moore said the launch advertising will concentrate heavily on television at first. Ten-second teaser ads begin today and two-minute image ads using the Paris nightlife scenes will air Oct. 30.

GM-Europe will air those ads on four satellite television networks, Sky Channel, Super Channel, Music Television (MTV) and Scansat (Scandinavian television).

Magazines will be the secondary medium for the new campaign. Print ads are more product-specific than the television spots and show the Vectra with large, bright spotlights in the background.

A direct-mail campaign was launched in late September to current Ascona owners. Since the Vectra replaces the Ascona, Opel is trying to allay any fears that the car has been radically changed, Moore said. The direct-mail piece includes a "pop-up" of the Vectra. No rebates are being offered in connection with the direct-mail campaign.

Calif. enacts law to regulate brokers' ads

By Tom Lankard
SPECIAL CORRESPONDENT

SACRAMENTO, Calif. — A compromise fashioned by new-car dealers and brokers ended a three-year battle in California over the brokers' advertising practices.

The bill, which was signed into law by Gov. George Deukmejian, goes into effect Jan. 1. It allows brokers to advertise cars for sale that they do not own or have available on their business premises. Brokers must disclose in brochures that the cars they sell are not legally new cars because they may have been registered in the course of the brokering transaction.

Brokers may, however, say the cars are "current model" cars or use the car's official model year in their advertising. More important, a broker spokesman said, the cars may be financed as new cars, which usually means better terms than are available on used cars.

Brokers also must keep any deposits taken on cars in a separate account and disclose that deposits on cars not delivered are fully refundable.

Have Santa Claus bring you money this Christmas. This highly successful sales tool comes complete with everything for all-weather operation. Use him for Christmas in July sales too. He lasts for years. **$3820**

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IMPORT SALES BY MODEL

	Sept. 1988	Sept. 1987	9 Mos., 1988	9 Mos., 1987
ACURA	13,417	10,112	98,232	80,267
Integra	6,047	4,753	45,803	42,531
Legend	7,370	5,359	52,429	37,736
ALFA ROMEO	230	449	3,663	5,024
Milano	120	254	1,831	2,112
Spider	110	195	1,832	2,912
AUDI	1,734	3,096	18,335	35,239
4000S	9	1,006	209	8,762
4000CS Quattro	3	543	75	2,883
5000S	297	520	5,068	15,574
5000CS Turbo	21	387	853	4,062
5000CS Turbo Quattro	24	232	976	2,584
80	404	0	4,647	0
90	454	0	4,752	0
100/200	436	0	1,087	0
100/200 Quattro	162	0	376	0
Coupe GT	14	318	282	1,574
BMW	6,024	8,496	53,286	67,401
318i	0	0	0	15
524 TD	0	0	3	28
325	2,706	5,872	27,697	44,967
528e	1,175	716	8,288	7,256
535i/535is	636	498	3,900	5,197
6-Series	188	316	1,471	1,587
7-Series	1,077	842	9,803	6,982
M3	121	150	1,351	570
M5	57	57	325	273
M6	64	42	440	488
CHEVROLET	8,546	15,014	94,484	103,637
Spectrum	4,299	8,119	57,150	60,243
Sprint	4,247	7,70	37,314	43,394
CHRYSLER MOTORS	10,500	12,196	99,852	107,102
Colt	6,280	7,410	84,113	63,307
Conquest	730	842	4,172	9,808
Medallion	1,233	1,173	11,180	9,490
Summit	702	0	1,275	0
Vista	1,548	2,782	16,132	24,894
DAIHATSU	1,021	8	8,588	0
FORD Festiva	5,788	5,895	53,488	16,414
HONDA	22,079	28,057	187,921	210,928
Civic/CRX	6,574	7,357	78,700	91,435
Accord	10,117	12,420	71,025	72,905
Prelude	5,388	8,270	37,136	46,588
HYUNDAI	17,194	21,099	228,569	205,477
ISUZU	2,478	3,424	19,660	30,603
I-Mark	1,885	2,798	13,388	25,250
Impulse	593	626	6,462	5,353
JAGUAR	1,832	2,192	14,913	19,340
XJS	1,385	1,561	11,276	12,240
XJS	447	631	3,637	4,100
MASERATI	60	40	640	884
MAZDA	18,427	18,404	174,523	148,788
323	7,758	6,941	71,387	55,088
626	5,636	5,178	92,174	69,282
MX-6	619	2,817	7,514	3,221
929	2,407	623	20,624	719
RX-7	1,905	2,845	22,700	20,458
MPV	105	0	114	0
MERCEDES BENZ	6,160	7,796	63,906	67,788
190	1,323	1,448	13,829	13,908
260E	384	588	5,167	4,408
300	2,015	2,053	19,391	17,774
300SDL Turbo	0	526	80	5,338
300SEL	180	0	4,007	0
420SEL	585	1,637	6,424	11,049
560SEL	422	452	4,014	4,498
560SL	328	833	8,997	8,752
560SEC	95	121	1,196	1,277
Tourist	230	37	831	796
MERKUR	1,634	2,283	11,772	11,805
XR4TI	542	1,577	4,056	7,572
Scorpio	1,092	691	7,716	4,233
MITSUBISHI	6,667	5,411	55,173	52,993
Starion	357	336	2,642	4,274
Cordia	748	358	5,120	3,076
Tredia	11	425	466	4,262
Mirage	1,070	877	9,751	11,566
Galant	2,012	920	15,413	8,356
Precis	1,754	1,992	16,433	16,047
Van/Wagon	737	501	5,348	5,312
NISSAN	29,347	35,511	275,016	315,389
Sentra	13,050	6,303	109,428	84,392
Pulsar	3,120	6,151	38,331	51,096
Stanza	4,586	8,033	37,131	51,873
Maxima	4,003	10,004	52,720	72,550
200SX	2,847	2,424	18,526	25,648
300ZX	1,564	2,316	16,040	27,374
Hawaii	168	278	2,638	2,483
PEUGEOT	505	894	5,094	6,990
PONTIAC LeMans	5,252	8,135	46,055	26,948
PORSCHE	1,071	2,301	12,461	19,313
924S	78	446	2,054	2,551
944	318	789	2,864	5,273
944S	82	123	372	1,727
944 Turbo	147	233	1,404	2,035
911 Coupe	190	296	2,410	3,296
911 Turbo	70	136	845	1,200
911 Cabriolet	130	146	1,455	1,782
928S	88	129	1,057	1,486
SAAB	2,963	3,637	29,859	36,135
900	590	861	5,147	7,037
900S	803	1,264	8,025	11,520
900 Turbo	728	702	7,254	8,952
9000S	312	345	2,703	2,812
9000 Turbo	513	462	6,039	5,631
Tourist	39	43	691	973
STERLING	910	1,455	7,462	10,782
SUBARU	14,710	19,674	116,420	123,389
Hatchback	348	766	4,342	5,791
3-Door	1,075	1,484	6,846	10,676
4-Door Sedan	3,318	4,286	23,942	31,284
XT	1,243	1,505	11,199	14,621
Station Wagon	8,652	10,347	49,841	58,962
Justy	2,075	1,237	20,259	8,066
TOYOTA	46,282	47,002	447,828	404,515
Corolla	11,187	8,092	112,828	73,327
Tercel	8,485	7,900	70,809	70,626
Celica	5,387	7,326	50,936	60,914
Supra	1,256	2,981	15,082	22,902
Camry	16,157	14,873	157,110	126,541
Cressida	998	2,623	8,864	17,033
Land Cruiser	225	399	4,970	3,087
Van	286	1,048	4,126	10,610
4Runner SR 5	1,735	137	16,471	1,248
MR2	576	1,391	6,836	12,626
Hawaii	0	430	0	3,601
*VOLKSWAGEN	12,703	10,850	112,000	98,965
Cabriolet	1,554	1,096	11,336	11,734
Jetta	2,902	2,980	41,000	41,384
Golf/GTI	1,824	0	6,090	0
Vanagon	307	1,296	4,303	8,321
Quantum	328	825	2,408	5,384
Scirocco	504	687	2,927	5,740
Fox	5,284	3,966	43,936	26,442
VOLVO	8,664	8,647	76,679	89,596
240 Series	3,286	3,176	32,157	42,394
740 Series	2,853	3,415	32,469	34,621
760 Series	2,140	1,898	10,015	10,937
780	343	116	1,458	330
Tourist	42	44	579	1,316
YUGO	2,510	3,891	28,006	38,162
IMPORT TOTAL	248,727	286,736	2,322,458	2,336,588

*Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Bellavance

NEWSPAPER AD SPENDING

First Half 1988 vs. First Half 1987
(In thousands)

	Factory				Dealer Association				Local Dealer				Total			
	1988	1987	Change	Percent change	1988	1987	Change	Percent change	1988	1987	Change	Percent change	1988	1987	Change	Percent change
Chrysler Corp.	$ 1,423	$ 6,370	$ (4,956)	(78)	$ —	$ —	$ —	—	$ —	$ —	$ —	—	$ 1,423	$ 6,370	$ (4,956)	(78)
Chrysler-Plymouth	1,878	5,043	(3,165)	(63)	29	320	(291)	(97)	6,772	7,125	(353)	(5)	8,679	13,088	4,409	(34)
Dodge	1,746	4,456	(2,710)	(61)	294	641	(541)	(64)	5,545	5,679	(134)	(2)	7,615	10,076	(2,460)	(24)
Jeep-Eagle/AMC	935	254	681	268	1,552	1,077	110	10	3,040	2,569	451	17	5,057	3,900	1,157	48
Total Chrysler	$ 5,982	$16,124	$(10,182)	(69)	$ 2,235	$ 2,838	$ (603)	(21)	$ 15,357	$ 15,369	$ (88)	(0.1)	$ 23,074	$ 34,435	$(11,361)	(34)
Ford Corp.	$ 885	$ 961	$ (108)	(11)	$ —	$ —	$ —	—	$ —	$ —	$ —	—	$ 885	$ 961	$ (108)	(11)
Ford Division	7,211	11,338	(4,127)	(36)	13,889	8,099	5,540	68	22,598	16,670	5,824	35	43,359	36,107	7,243	20
Lincoln-Mercury	664	1,437	(773)	(54)	6,232	3,743	2,489	66	7,215	6,170	1,045	17	14,111	11,350	2,761	24
Total Ford	$ 8,759	$13,736	$ (5,008)	(36)	$19,971	$11,836	$ 8,029	68	$ 29,715	$ 22,840	$ 6,869	30	$ 58,315	$ 48,419	$ 9,896	20
GM Corp.	$ 3,781	$ 2,428	$ 1,353	56	$ —	$ —	$ —	—	$ —	$ —	$ —	—	$ 3,781	$ 2,428	$ 1,353	56
Buick	2,044	1,865	179	10	2,357	1,384	973	70	4,519	4,224	295	7	8,919	7,471	1,448	19
Cadillac	110	411	(301)	(73)	1,788	967	801	81	6,727	8,722	(2,291)	(26)	8,625	10,120	(1,495)	(15)
Chevrolet	12,917	12,905	12	1	2,870	2,028	842	42	18,259	14,830	3,429	23	34,046	29,763	4,283	14
Oldsmobile	15,103	4,620	10,483	227	2,411	2,119	292	14	4,338	5,752	(1,413)	(25)	21,853	12,491	9,362	75
Pontiac	9,624	1,139	8,485	745	240	223	17	8	4,316	3,531	787	22	14,182	4,893	9,289	190
Total GM	$43,579	$23,368	$ 20,211	86	$ 9,666	$ 6,741	$ 2,925	43	$ 36,191	$ 37,057	$ (1,394)	(3)	$ 91,486	$ 67,166	$ 24,340	36
Total domestic	$58,291	$53,228	$ 5,063	9	$31,772	$21,415	$10,357	48	$ 83,233	$ 75,296	$ 7,937	11	$173,296	$140,949	$ 23,347	15
Total imports	$39,130	$42,984	$ (3,854)	(9)	$13,082	$ 6,977	$ 6,105	47	$ 56,000	$ 66,426	$ (7,748)	(12)	$118,688	$116,388	$ (7,300)	(6)
Total multi-line dealers	$ —	$ —	$ —	—	$ —	$ —	$ —	—	$ 63,647	$ 46,317	$17,330	37	$ 63,647	$ 46,317	$ 17,330	37
Grand total	$97,421	$96,222	$ 1,199	1	$44,854	$28,392	$16,462	48	$202,880	$188,039	$ 17,927	9	$347,841	$314,953	$ 33,388	11

SOURCE: Newspaper Advertising Bureau
Media Records, projected to 125 markets

Makers hike spending in newspapers

First-half total up 11% for car ads

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The nation's automakers and importers spent 11 percent more on newspaper advertising for cars in the first half of 1988 year than they did in the year-earlier period.

The Newspaper Advertising Bureau said the auto industry, including factories, dealer associations and dealers, disbursed $347.8 million for newspaper ads for cars in the January-June period. That compares with $314.6 million during the same period in 1987. The spending numbers are projected for 125 markets and are collected by Media Records.

Domestic automakers showed a 15.61 percent increase in spending on newspaper advertising for cars during the first half while importers showed a 6.26 percent decline.

"The increases were generally attributed to new-car introductions, particularly the introduction of the new "W" cars at GM (Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal) and incentive activity," said William Tausch, vice president of automotive marketing for the Newspaper Advertising Bureau.

Newspaper advertising by multi-franchise dealers grew 37.37 percent, compared with the six-month period in 1987, the bureau said.

General Motors outspent all other automakers in newspaper advertising for cars during the January-June period this year. GM disbursed $91.4 million for newspaper ads, up 36 percent from $67.2 million in the year-ago period. Chevrolet used the highest proportion of GM's newspaper spending during the first six months of this year. The division spent $34 million.

Oldsmobile's Cutlass Supreme, with about $9.2 million, had the highest budget for newspaper advertising of any U.S. car line during the January-June period. GM contributed $6.7 million of that amount and the balance was paid by dealers and dealer groups. Olds launched its redesigned Cutlass Supreme in February with a heavy promotional campaign that included a joint promotion with McDonald's hamburger chain from April until June.

Ford Motor Co. had the second highest newspaper advertising expenditure of the automakers. Ford spent $58.3 million on newspaper ads during January-June this year, up 20.45 percent from $48.4 million in the first half of 1987.

Ford Division received the largest portion of the corporation's newspaper budget: $43.4 million. That was the largest newspaper advertising expenditure by any car division in the United States. Ford launched its new Probe in May.

Chrysler Motors was third among automakers in newspaper advertising spending. Chrysler spent $23.6 million on newspaper ads during the first six months of this year, down 31.40 percent from $34.4 million in the 1987 period. Chrysler relaunched the Eagle Medallion (formerly the Renault Medallion) in May.

Chrysler-Plymouth Division used the greatest portion of the newspaper budget, spending $8.7 million.

Among the imports, Nissan was the largest spender for newspaper advertising in the January-June period. Nissan spent $14.5 million on newspaper ads, up 38.2 percent from $10.5 million in the year-earlier period.

Mercedes-Benz was the second highest purchaser of newspaper advertising among importers. The luxury carmaker spent $14.04 million on newspaper advertising in the first half of 1988, up 21.2 percent from $11.58 million in the year-earlier period.

Makers and importers of light trucks spent $13.1 million on newspaper advertising during the first half of the year, down 32.47 percent from $19.4 million in the 1987 period.

Chevrolet outspent all light-truck makers for newspaper ads, allocating $5.1 million during the period. During the first six months of 1987, Chevy spent $7.3 million in newspapers.

IMPORT CAR NEWSPAPER EXPENDITURES

(First Half - 1988; in thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change from First Half '87	% Change from First Half '87
Acura	$ 618	$ 2,624	$ 3,044	$ 6,286	$ 377	6.4
Alfa Romeo	117	N.A.	395	512	(1,743)	(77.3)
Audi	4,081	897	1,092	6,070	2,976	96.1
Avanti	N.A.	N.A.	20	20	N.A.	N.A.
BMW	5,051	2,083	1,959	9,073	(615)	(6.3)
Daihatsu	413	N.A.	156	569	N.A.	N.A.
Honda	675	227	4,361	5,263	(1,742)	(24.9)
Hyundai	456	N.A.	7,109	7,565	1,129	17.5
Isuzu	67	N.A.	823	890	(818)	(47.9)
Jaguar	2,410	380	2,981	5,771	(436)	(7.0)
Lotus	94	N.A.	38	132	101	325.8
Maserati	N.A.	N.A.	3	3	N.A.	N.A.
Mazda	3,056	1,403	2,300	6,759	(709)	(9.5)
Mercedes-Benz	8,606	2,694	2,740	14,042	2,455	21.2
Mitsubishi	139	58	2,750	2,947	(586)	(16.6)
Nissan	4,486	148	9,882	14,518	4,011	38.2
Peugeot	316	110	275	701	(357)	(33.8)
Porsche	698	N.A.	958	1,656	58	3.6
Range Rover	N.A.	N.A.	488	488	(1)	(.2)
Rolls-Royce	N.A.	N.A.	77	77	15	24.2
Saab	909	N.A.	786	1,785	(481)	(20.5)
Sterling	246	222	540	1,008	(907)	(47.4)
Subaru	1,079	461	1,221	2,761	(2,067)	(42.9)
Suzuki	237	N.A.	1,582	1,819	589	47.9
Toyota	2,505	835	10,136	13,476	871	6.9
Volkswagen	1,162	354	1,177	2,693	(1,974)	(42.3)
Volvo	940	496	1,523	2,959	(74)	(2.4)
Yugo	675	111	270	1,056	582	122.6
TOTAL	$39,130	$13,082	$56,666	$110,899		

RECAP OF FIRST HALF 1988 (In thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change	% Change
Total domestic	$58,291	$31,772	$ 83,233	$173,296	$23,347	$15.6
Total multi-line dealers	N.A.	N.A.	63,647	63,647	17,330	37.4
Total imports	39,130	13,082	56,666	110,899	(7,300)	(6.2)
Grand total	$97,421	$44,854	$205,506	$347,841	$33,288	$10.6

DOMESTIC AND IMPORT TRUCK ADVERTISING IN NEWSPAPERS (In thousands)

	Jan.-June 1988	Jan.-June 1987	$ Change	% Percent
Chevy				
Blazer	$ 318	$ 14		
Multi trucks	2,119	915		
Pickup	1,849	6,012		
Van	799	383		
	5,085	7,324	$(2,239)	(30.6)
Dodge				
Multi trucks	81	68		
Pickup	286	761		
Van	333	432		
	700	1,631	(931)	(57.1)
Ford				
Multi trucks	1,938	2,901		
Pickup	1,186	3,259		
Van	492	362		
	3,616	6,522	(2,906)	(44.5)
GMC				
Multi trucks	792	601		
Pickup	279	669		
Van	372	257		
	1,443	1,526	(83)	(5.4)
Isuzu				
Pickup	154	284		
Trooper	299	N.A.		
Multi trucks	N.A.	8		
Van	N.A.	82		
	453	372	81	21.8
Jeep				
Pickup	18	N.A.		
Cherokee	129	N.A.		
Wagoneer	27	N.A.		
Wrangler	50	N.A.		
	215	N.A.	N.A.	N.A.
Mazda				
Pickup	496	98		
Multi trucks	N.A.	4		
	496	102	394	376.5
Mitsubishi				
Pickup	93	174		
Van	N.A.	52		
	93	226	(133)	(58.9)
Nissan				
Multi trucks	33	68		
Pickup	126	381		
Van	N.A.	19		
	159	468	(309)	(66.0)
Plymouth				
Van	143	N.A.		
	143	N.A.	N.A.	N.A.
Suzuki				
Pickup	19	N.A.		
	19	N.A.	N.A.	N.A.
Toyota				
Multi trucks	186	228		
Pickup	482	919		
Van	46	58		
	$ 714	$1,216	$ (502)	(41.3)

Multi trucks—Advertisement of more than one model.

Auto trade deficit falls 20% for July; export jump helps

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The U.S. automotive-trade deficit in passenger cars and light trucks fell by a dramatic 20.7 percent in July compared with a year ago, due largely to a 25.9 percent surge in exports.

Imports actually declined 0.8 percent in value.

July's drop in the automotive trade deficit followed an 8.8 percent drop in June.

A comparison of the 12-month period ended July 31 vs. a year earlier shows the automotive-trade deficit narrowing 5.3 percent.

As of July 31, the United States had run up a trade deficit of $43.445 billion in cars and trucks, down from $45.855 billion a year earliere.

The figures reflect a 5.8 percent decline in the number of vehicles imported to the United States during the year ended July 31, while exports jumped 16.2 percent.

Trade numbers from the U.S. Commerce Department show a trade deficit for passenger cars and light trucks of $3.177 billion for July. Total car and truck exports had a value of $562.1 million during the month. Monthly car and truck imports were valued at $3.739 billion. The auto-trade deficit for June was $4.005 billion.

Exports of passenger cars reached 45,441 vehicles, with an estimated value of $456.0 million in July. Light-truck exports for the month were 9,637 vehicles with an estimated value of $106.1 million.

Car exports were up 63.7 percent to Canada, 343.7 percent to Japan and 101.1 percent to nations lumped in the category of "other" by the Commerce Department.

On the import side in July, Japan recorded another in a string of downturns for the year in both the quantity and value of car and truck shipments. Canada, Brazil and France showed import growth in July, as did shipments from countries classified as "others." Passenger-car shipments declined from West Germany, South Korea, Sweden, Yugoslavia, Mexico, United Kingdom and Italy.

Total car and truck imports had a value of $3.739 billion in July, down 15.2 percent from the $4.409 billion shipped in July 1987. There were 362,944 finished vehicles imported to the United States in July, compared with 463,221 a year earlier.

Passenger-car imports reached 304,719 units for the month, with a value of $3.267 billion. Light-truck imports totaled 58,225 units, with a value of $471.7 million. The value of imported trucks increased 9.6 percent in July, although shipments fell 17.0 percent.

That same phenomenon occurred in June, indicating that the lower volume of imported trucks is having little affect on the overall trade deficit because of higher prices.

Japanese-car imports dropped 23.1 percent for the month and the value of the shipments fell 17.2 percent. Japanese-truck imports were off 35.2 percent and their value was down 31.8 percent. Japan shipped 169,714 cars to the United States in July, down from 220,825 one-year earlier. Truck shipments totaled 38,880 units, down from 60,034 a year earlier.

Shipments from South Korea in July continued to show big declines from the year-earlier period, falling 49.5 percent. Although the months-long decline in imports has been attributed to labor strife, continuing softness in shipments could indicate other troubles.

West German shipments continued to be off, falling 36.9 percent from July 1987. Sweden saw imports drop 8.2 percent, while Mexico's shipments were down 14.3 percent. Yugoslavia shipped only one vehicle for the month, according to the Commerce Department, compared with 5,336 a year ago.

Shipments from the United Kingdom were down 66.7 percent, and Italian imports slipped 37.4 percent. The British shipped 1,990 passenger cars to the United States in July, while the Italians sent 414 cars to this country in July.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	July 1987	July 1988	Aug. 1986-July 1987	Aug. 1987-July 1988
Japan	Export	$ 3,988	$ 16,928	$ 52,987	$ 146,549
	Import	1,963,303	1,618,130	20,930,929	20,204,554
Canada	Export	286,826	301,090	5,316,581	6,092,479
	Import	556,461	670,142	10,780,405	12,184,178
West Germany	Import	727,339	446,892	8,891,130	7,063,424
South Korea	Import	282,849	136,950	1,585,829	2,270,217
Sweden	Import	150,080	151,804	1,913,238	1,873,219
Mexico	Import	113,843	68,219	709,711	1,248,224
Yugoslavia	Import	13,071	7	286,583	109,219
United Kingdom	Import	138,116	58,154	855,703	1,077,055
Italy	Import	16,059	10,186	283,672	166,013
France	Import	7,999	21,193	206,130	167,090
Brazil	Import	16,939	30,931	79,517	380,353
Others	Export	74,170	137,956	683,902	1,392,186
	Import	22,282	35,293	231,776	304,124
Car total	Export	286,984	455,974	6,053,470	7,631,215
	Import	3,978,308	3,267,486	46,755,997	46,987,880
Trade balance		(3,691,322)	(2,811,514)	(40,702,117)	(39,236,465)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	$ 97,178	$ 73,802	$ 1,439,724	$ 1,880,770
	Import	77,749	229,410	1,772,545	2,773,186
Japan	Import	333,985	228,884	4,800,884	3,285,891
Mexico	Import	15,881	1,457	131,817	14,815
Others	Export	19,203	32,299	164,187	328,364
	Import	2,887	11,935	51,213	143,578
Truck total	Export	116,373	106,101	1,603,911	2,209,314
	Import	430,292	471,686	6,756,459	6,217,459
Trade balance		(313,919)	(365,584)	(5,152,548)	(4,208,145)
Car and truck total	Export	403,357	562,075	7,657,381	9,840,529
	Import	4,408,598	3,739,173	53,512,040	53,085,139
VEHICLE TRADE BALANCE		(4,005,241)	(3,177,098)	(45,854,659)	(43,444,610)
TOTAL U.S. Merchandise trade (customs value)	Export	22,432,900	26,465,800	236,634,800	294,155,900
	Import	34,625,400	34,532,800	395,536,000	426,611,900
TRADE BALANCE		(12,192,500)	(8,067,200)	(148,903,200)	(134,456,000)

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	July 1987	July 1988	Aug. 1986-July 1987	Aug. 1987-July 1988
Japan	Export	281	1,558	51,266	11,317
	Import	220,825	169,714	2,406,813	2,215,831
Canada	Export	20,113	32,931	563,625	691,542
	Import	51,907	58,937	1,014,084	1,094,852
West Germany	Import	28,746	18,147	409,909	283,695
South Korea	Import	51,302	25,949	316,393	427,933
Sweden	Import	16,653	9,763	144,117	109,221
Mexico	Import	11,827	10,141	70,046	145,103
Yugoslavia	Import	5,336	1	52,724	41,575
United Kingdom	Import	5,966	1,990	40,260	40,054
Italy	Import	661	414	22,916	7,133
France	Import	868	2,029	28,388	16,579
Brazil	Import	3,535	5,228	16,868	66,870
Others	Export	5,498	10,962	3,319	107,095
	Import	1,490	3,388	15,578	18,225
Car total	Export	25,840	45,441	608,410	709,954
	Import	393,108	304,719	4,539,812	4,469,870
TRADE BALANCE		(367,268)	(259,278)	(3,931,402)	(3,759,916)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	9,974	7,001	155,117	167,399
	Import	8,141	19,340	191,899	253,868
Japan	Import	60,034	38,880	868,477	593,725
Mexico	Import	1,936	3	17,093	1,180
Others	Export	1,521	2,635	13,632	26,000
	Import	4	2	1,007	1,725
Truck total	Export	11,495	9,637	168,909	193,399
	Import	70,115	58,225	1,060,436	840,478
Trade balance		(58,620)	(48,588)	(929,497)	(647,080)
Car and truck total	Export	37,335	55,078	777,379	903,352
	Import	463,221	362,944	5,638,248	5,310,348
TRADE BALANCE		(425,886)	(307,866)	(4,860,869)	(4,406,996)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

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Oct. 25 — Harrisonburg Auto Auction, Harrisonburg, Va.; Bay Cities Auto Auction Inc., Hayward, Calif.; Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Lakeland Auto Auction, Lakeland, Fla.

Oct. 27 — Denver Auto Auction, Aurora, Colo.; Texas Hobby Auto Auction, Houston; Interstate Auto Auction, Mercer, Pa.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

General Motors

Oct. 25 — Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Grand Prairie, Texas.

Oct. 26 — Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Omaha Auto Auction, Omaha, Neb.; Southern California Auto Auction, Fontana, Calif.; and Puget Auto Auction, Auburn, Wash.

Oct. 27 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, St. Louis; and Utah Auto Auction, West Bountiful, Utah.

Chrysler Motors

Oct. 25 — Florida Auto Auction of Orlando, Ocoee, Fla.; American Auto Auction, Walpole, Mass.; Denver Auto Auction, Aurora, Colo.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

Oct. 26 — Northway Exchange, Clifton Park, N.Y.; Minneapolis Auto Auction, Plymouth, Minn.; and Butler Auto Auction, Gibsonia, Pa.

Oct. 27 — Clanton's Auto Auction, Darlington, S.C.; Big Sky Auto Auction Inc., Billings, Mont.; Aptco Auto Auction, Taylor, Mich.; Ark-La-Tex Auto Auction, Shreveport, La.; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Used Car Sales
Auction Averages

October 88	$5,719
Month ago	$5,854
Year ago	$6,025

Model Breakdown
Auction Averages

	OCT 1988	SEPT 1988	AUGUST 1988
1988 ...	$10,322	$9,772	$12,473
1987 ...	$7,748	$7,554	$7,919
1986 ...	$6,624	$6,816	$6,891
1985 ...	$5,840	$5,593	$5,819
1984 ...	$4,042	$4,177	$4,308
1983 ...	$3,273	$3,556	$3,583
1982 ...	$2,709	$2,535	$2,479
1981 ...	$1,859	$1,743	$1,887
Overall Average	$5,719	$5,757	$6,019

Older drivers termed a problem

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The number of car accidents involving older drivers will escalate as America grays and could reach dangerously high levels unless cars, highways, signs and licensing procedures are changed.

A new report on transportation in an aging society says elderly people are involved in a higher percentage of accidents than any other age group outside of young people.

They have unique problems behind the wheel, said James L. Malfetti, a Columbia University professor who headed the two-year study by the National Research Council. Rather then recommend license restrictions at a certain age, the study panel faulted the transportation industry for failing to address a problem that has been well documented.

"While automobiles and highways have improved dramatically during this century, many design and professional practices used today are based on the performance characteristics of a younger population," the committee said.

The dummies used in federal crash tests were developed decades ago and only simulate what would happen in an accident to a healthy young driver. An elderly driver is more than three times as likely to die in a crash as a 20-year-old, Malfetti said.

Even the standard for the height of highway signs was established in the 1940s when the overall population was considerably younger and had better vision. Malfetti said 7 percent of the population was 65 years old then, compared with 12 percent today.

Despite the growing number of elderly drivers, little has been done to protect the aging population, he said. Because of diminished eyesight and physical strength, older drivers simply have more difficulty reading traffic signs, turning their heads while backing a car and reaching for safety belts.

Because of these physical problems, older drivers cause accidents merging in high-speed traffic and making left-hand turns at an intersection without a signal light, he said.

The solutions to some of these problems are simple and could benefit all drivers but admittedly may be costly, the panel said. Among the panel's recommendations are for automakers to install seat belts that are easier to fasten, provide rear-view mirrors with wider fields of vision, and urge older buyers to select cars with air bags and anti-lock brakes, despite the higher cost. The panel said these costs will decline if senior citizens demand the features and campaign for affordability.

On the regulatory side, the group said federal and state highway authorities need to make signs larger and brighter, install better roadway markings and increase the use of special left-turn lanes and signals.

The panel also noted automotive innovations may in the future improve visibility at night through infrared cameras and help avoid crashes with radar braking.

But encouraging as they may be, these technologies are decades away, the panel said. The committee concluded that cars and highways will not be radically different for years to come, again underscoring the reason for immediate concern, Malfetti said.

"Given the long lead time required to develop and phase-in changes in the standards used for highway design and operation, driver licensing and vehicle design, now is the time to begin preparing for the transportation needs of an aging society," the study said.

Malfetti said 1985 statistics show that drivers over 75 years of age are involved in more fatal crashes per mile than any other age group other than teenagers. Although the elderly account for only 3 percent of all fatal crashes vs. 34 percent for drivers aged 15 to 24, concern is mounting because of changing demographics, Malfetti said.

By the year 2020, 17 percent of the population will be over 65 and more than 90 percent of those senior citizens are likely to have a driver's license. Currently, 12 percent of the population is over 65 and only 65 percent of that group have a license.

Despite these statistics, the study found no justification for imposing driving restrictions at a certain age. Instead, the committee recommended that states require in-person license renewals and follow the example of Oregon and Washington. Those states issue special licenses that allow only daytime driving or driving to the grocery store.

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PRODUCTION

Cars, trucks show gains for week

By Karen Detkowski
SPECIAL CORRESPONDENT

Last week's targeted domestic auto production of 160,424 units increased 2.45 percent over the prior week's 156,591 and was 1.66 percent above the year-ago week's 157,798.

So far this year, 5,697,782 cars have been assembled, 1.72 percent below the 5,797,770 completed last year at this time.

Last week's output was split as follows: General Motors, 52.68 percent; Ford Motor Co., 23.71 percent; Chrysler Motors, 13.87 percent; Honda of America Manufacturing Inc., 4.67 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.59 percent; Nissan Motor Manufacturing Co., U.S.A., 1.01 percent; and New United Motor Manufacturing Inc., 0.47 percent.

Truck output was estimated at 81,495 units last week, 1.45 percent above the previous week's 80,332 and 2.83 percent above the year-ago week's 79,255.

Year-to-date, 3,343,741 trucks have been built, 6.82 percent more than last year's 3,130,158.

Nissan slowed car output last week as it changed the production mix of cars and trucks.

Saturday overtime was scheduled last week at Ford's Edison, N.J., and Wayne, Mich., car plants and the Lorain, Ohio, and St. Louis truck plants.

Ford has scheduled daily overtime this week at all its plants except the Lorain car plant and the St. Paul, Minn., truck plant.

GM scheduled Saturday overtime last week at its Willow Run, Mich.; Lansing, Mich. (Grand Am); and Lordstown, Ohio, car facilities. The Janesville, Wis., car plant was slated for Friday overtime.

Also slated to work Saturday were GM's Baltimore; Fort Wayne, Ind.; Shreveport, La.; Pontiac (West), Mich.; and Flint, Mich., truck assembly plants.

Chrysler's Jeep plant in Toledo, Ohio, also was scheduled for Saturday work.

The strike at Chrysler's St. Louis (No. 2) plant continued last Friday while workers voted on a new contract. The walkout has cost Chrysler about 12,600 Dodge and Plymouth stretched minivans.

Canada surges after holiday

Canadian car production was targeted at 21,559 units last week, 27.83 percent above the prior week's 16,866 and 23.12 percent above the year-ago week's 17,511.

So far this year, 860,348 cars have been assembled, 38.08 percent above last year's 623,090.

Truckmakers estimated last week's output at 21,555 units, 16.98 percent more than the prior week's 18,427 and 20.70 percent above the year-ago week's 17,859.

Year-to-date truck production totals 746,433, 12.44 percent above the 663,851 built a year ago.

Canada's Thanksgiving Day holiday reduced car and truck production in the week ended Oct. 15.

Saturday overtime was scheduled last week at GM's Oshawa and Scarborough, Ontario, truck plants.

U.S. CAR	Week Ended Oct. 22, 1988	Week Ended Oct. 24, 1987	Week Ended Oct. 15, 1988	Oct. to Date	Jan. 1 to Oct. 22, 1988	Jan. 1 to Oct. 24, 1987
Alliance	0	0	0	0	0	15,994
Total Eagle	0	0	0	0	0	15,994
Horizon	1,500	992	1,543	4,601	65,952	37,259
Sundance	2,100	1,668	2,232	6,579	83,870	74,849
Reliant	2,200	3,643	2,217	8,651	73,310	104,598
Caravelle	0	557	0	0	9,265	37,476
Gran Fury	200	133	233	820	17,429	5,799
Total Plymouth	6,000	6,895	6,225	18,451	249,826	259,981
LeBaron K	0	929	0	0	7,912	55,488
LeBaron J	2,800	2,841	2,561	7,324	88,211	96,368
LeBaron GTS	150	836	250	640	7,752	32,798
N. Yorker E-Class	0	0	0	0	0	57,102
N. Yorker C-Class	2,000	1,375	2,091	6,283	85,360	5,569
Fifth Avenue	900	2,542	969	2,843	28,033	53,336
Total Chrysler	5,650	8,523	5,871	17,080	193,268	309,681
Omni	1,500	765	1,557	4,599	64,770	32,224
Daytona	1,700	1,854	1,757	4,961	62,992	52,106
Shadow	2,200	1,850	2,189	6,543	83,007	77,844
Aries	2,100	3,673	2,205	6,477	71,650	96,638
Dodge 600	0	671	0	0	8,549	33,877
Dynasty	2,600	334	2,774	7,928	87,595	1,288
Lancer	200	486	149	498	7,336	20,399
Diplomat	300	904	344	1,024	16,056	11,450
Total Dodge	10,800	10,537	10,975	32,050	401,955	325,826
CHRYSLER MOTORS	22,250	25,965	23,071	67,581	845,049	902,482
Escort	11,219	9,068	9,680	31,711	331,170	313,927
Mustang	4,296	4,594	3,720	12,426	165,543	175,154
Tempo	4,099	3,472	3,773	11,709	150,710	111,355
Taurus	8,200	8,540	8,154	24,147	322,596	332,974
Thunderbird	704	3,581	333	1,037	91,972	129,580
Total Ford Div.	28,518	29,255	25,660	81,030	1,061,991	1,062,990
Lynx	0	0	0	0	0	21,352
Topaz	1,405	971	1,518	4,583	57,570	36,268
Cougar	686	3,344	336	1,022	71,370	114,198
Sable	2,887	2,005	2,675	8,527	109,803	100,089
Total Mercury	4,978	6,320	4,729	14,132	238,743	272,142
Continental	1,506	86	1,506	4,147	41,430	9,686
Mark VII	762	649	751	2,070	21,809	22,990
Lincoln	2,276	2,955	2,258	6,230	102,291	115,557
Total Lincoln	4,544	3,690	4,515	12,447	165,530	148,235
Total L-M Division	9,522	10,010	9,244	26,579	404,273	420,377
FORD MOTOR CO.	38,040	39,265	34,904	107,609	1,466,264	1,483,367
Skyhawk	1,170	1,158	1,151	3,362	16,725	27,644
Skylark/Somerset	1,559	2,024	1,786	3,345	40,797	53,254
Century	4,915	3,208	4,448	14,191	109,181	130,425
Regal (rwd)	0	720	0	0	0	35,909
Riviera	629	374	645	1,824	7,835	10,859
Electra	2,510	1,938	2,452	7,341	70,099	74,540
LeSabre (fwd)	2,925	2,341	2,896	8,746	110,310	121,835
LeSabre (rwd)	210	278	173	559	8,054	7,517
Reatta	252	0	236	719	8,022	0
Total Buick	14,170	12,041	13,787	40,087	371,023	461,783
Cimmaron	0	265	0	0	3,693	9,808
Eldorado	742	527	777	2,166	28,743	16,103
Seville	562	618	580	1,851	18,487	14,534
Brougham (rwd)	1,020	1,880	1,051	2,958	28,225	60,186
Deville (fwd)	4,298	3,545	4,140	12,230	124,680	113,549
Allante	75	50	75	225	1,609	3,970
Total Cadillac	6,697	6,883	6,823	19,230	205,437	217,948
Cavalier	8,090	7,434	7,262	23,008	294,614	251,782
Camaro	2,575	2,420	2,783	8,305	77,208	109,285
Celebrity	3,415	5,581	3,831	10,510	148,857	245,551
Corsica/Beretta	9,124	8,521	9,586	28,836	349,845	275,742
Monte Carlo	0	1,648	0	0	0	80,197
Caprice	4,295	4,860	4,809	13,051	170,670	183,384
Corvette	540	650	562	1,664	18,469	22,977
Total Chevrolet	27,979	31,112	29,733	85,372	1,058,663	1,109,898
Calais	3,241	2,791	2,958	8,199	93,386	94,886
Firenza	0	424	0	0	5,230	11,126
Cutlass Ciera	1,450	739	1,229	4,190	24,530	109,020
Cutlass Supreme	3,840	1,549	3,633	10,840	115,975	83,025
Toronado	315	419	315	907	12,473	12,723
88 (fwd)	3,832	3,588	3,320	10,955	128,374	147,516
88 (rwd)	170	442	199	539	9,423	11,484
Olds 98	1,752	2,341	1,889	5,101	59,586	56,900
Total Oldsmobile	14,400	12,293	13,353	38,731	448,982	503,318
Sunbird	2,852	1,841	2,496	8,059	88,393	70,579
Grand Am	6,000	5,856	5,208	17,209	195,973	204,218
Firebird	1,635	1,444	1,618	4,992	52,423	66,256
Grand Prix	4,060	0	4,000	12,060	114,227	0
Pontiac 6000	3,115	1,768	3,360	9,366	74,584	60,901
Bonneville	3,510	3,219	2,988	9,982	97,051	108,842
Safari/Parisienne	165	135	97	300	6,438	8,005
Fiero	0	1,037	0	0	13,297	25,742
Total Pontiac	21,277	15,320	19,765	61,971	642,386	541,583
GENERAL MOTORS	84,523	77,629	82,261	245,391	2,726,471	2,834,530
HONDA	7,485	7,787	7,118	22,333	300,013	264,058
Civic	2,580	1,459	2,815	7,831	88,346	73,851
Accord	4,905	6,328	4,303	14,502	211,667	190,207
MAZDA†	5,756	204	5,658	16,917	119,071	1,058
NISSAN	1,620	1,321	2,877	7,373	91,847	102,641
NUMMI	750	3,606	702	1,733	113,070	159,209
Corolla	750	963	702	1,733	43,781	34,820
Nova	0	2,615	0	0	69,289	124,389
VOLKSWAGEN	0	2,029	0	0	35,997	50,425
Golf/GTI	0	1,329	0	0	30,444	38,682
Jetta	0	700	0	0	5,553	11,743
Total Cars, U.S.	160,424	157,798	156,591	468,947	5,697,782	5,797,770
Total Cars, Canada	21,559	17,511	16,866	58,896	860,348	623,090
U.S., Canada Cars	181,983	175,309	173,457	527,843	6,558,130	6,420,860
U.S., Canada Cars and Trucks	265,033	272,423	272,216	830,963	10,648,304	10,214,869

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Oct. 22, 1988	Week Ended Oct. 24, 1987	Week Ended Oct. 15, 1988	Oct. to Date	Jan. 1 to Oct. 22, 1988	Jan. 1 to Oct. 24, 1987
Eagle	0	—	0	0	0	—
Premier	1,275	—	1,049	3,340	48,695	—
CHRYSLER MOTORS	1,275	510	1,049	3,340	48,695	4,851
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	3,265	—	2,544	9,092	141,017	—
Topaz	1,631	—	1,341	4,808	55,070	—
Crown Victoria	2,773	—	2,219	7,783	103,927	—
Grand Marquis	2,987	—	2,296	8,218	105,552	—
FORD MOTOR CO.	10,656	7,459	8,403	29,701	405,566	348,723
Celebrity	606	—	459	1,634	18,975	—
Cutlass Ciera	3,442	—	2,620	9,013	186,753	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,690	—
Regal	4,000	—	3,113	11,080	131,517	—
GENERAL MOTORS	8,048	9,081	6,192	21,727	364,935	248,867
Civic	1,400	—	1,042	3,588	34,346	—
Accord	0	—	0	0	1,828	—
HONDA	1,400	461	1,042	3,588	36,174	11,860
VOLVO	180	0	180	540	4,978	7,989
Total Cars, Canada	21,559	17,511	16,866	58,896	860,348	623,090

U.S. TRUCK☆	Week Ended Oct. 22, 1988	Week Ended Oct. 24, 1987	Week Ended Oct. 15, 1988	Oct. to Date	Jan. 1 to Oct. 22, 1988	Jan. 1 to Oct. 24, 1987
Caravan	0	—	0	783	73,371	—
Dakota	2,300	—	2,386	7,067	87,632	—
Mini-Ram Van	0	—	0	90	10,182	—
Pickups	2,300	—	2,392	7,064	66,142	—
Total Dodge	4,600	9,182	4,778	15,004	237,307	242,916
Cherokee	4,500	—	3,897	12,916	149,634	—
Commanche	900	—	735	2,507	36,534	—
Grand Wagoneer	300	—	359	1,009	11,202	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	210	687	8,905	—
Total Jeep	5,900	4,639	5,201	17,119	206,275	183,050
Voyager	0	—	0	708	88,411	—
Total Plymouth	0	—	0	708	87,776	—
CHRYSLER MOTORS	10,500	13,821	9,979	32,831	508,447	425,966
Aerostar	5,593	—	4,868	15,420	170,582	—
Bronco	949	—	1,063	2,919	44,119	—
Bronco II	1,802	—	896	3,152	97,884	—
Econoline	5,571	—	5,598	16,718	195,824	—
Heavy trucks	1,303	—	1,167	3,779	53,535	—
Light trucks	8,763	—	11,329	30,125	398,020	—
Ranger	2,848	—	3,473	9,224	267,079	—
Total Ford Div.	26,829	34,599	28,414	81,337	1,228,043	1,206,859
FORD MOTOR CO.	26,829	34,599	28,414	81,337	1,228,043	1,206,859
Astro	4,052	—	3,504	11,557	144,073	—
Blazer	600	—	530	1,660	21,466	—
Medisume/Heavies	370	—	409	1,100	16,330	—
P-Model	914	—	965	2,790	33,874	—
Pickups	9,590	—	8,709	27,825	294,233	—
S-10	8,077	—	7,110	19,405	248,543	—
S-10 Blazer	3,614	—	3,551	11,484	136,684	—
Sportsvan/Van	2,216	—	1,886	6,252	78,334	—
Suburban	1,688	—	1,544	5,218	57,681	—
Total Chevrolet	29,134	16,706	28,210	87,311	1,031,198	938,544
Jimmy	216	—	177	572	8,287	—
Medisume/Heavies	570	—	558	1,704	29,939	—
P-Model	106	—	79	286	4,469	—
Pickups	3,047	—	2,819	8,265	90,249	—
S-15	1,467	—	1,175	4,010	55,178	—
S-15 Jimmy	1,066	—	911	3,149	38,473	—
Safari	1,043	—	896	3,105	38,921	—
Suburban	750	—	667	1,826	25,253	—
Vandura/Rally Vans	696	—	569	2,023	27,943	—
Total GMC	8,962	6,742	7,805	25,055	315,702	314,946
GENERAL MOTORS	38,125	23,448	36,016	112,366	1,346,900	1,253,490
NAVISTAR	1,900	1,867	1,810	5,619	70,438	60,440
NISSAN	1,380	2,970	1,363	4,136	74,963	73,143
AM GENERAL*	450	450	450	1,350	18,810	13,500
MISCELLANEOUS*	2,300	2,300	2,300	6,900	98,140	96,760
Total Trucks, U.S.	81,495	79,255	80,332	244,539	3,343,741	3,130,158

CANADIAN TRUCK	Week Ended Oct. 22, 1988	Week Ended Oct. 24, 1987	Week Ended Oct. 15, 1988	Oct. to Date	Jan. 1 to Oct. 22, 1988	Jan. 1 to Oct. 24, 1987
Caravan	3,066	—	2,933	8,498	114,057	—
Mini-Ram Van	198	—	198	585	10,126	—
Ram Wagon	762	—	727	2,104	21,200	—
Ram Van	2,058	—	2,172	5,976	57,721	—
Total Dodge	6,084	8,057	6,030	17,161	203,104	318,352
Voyager	2,880	—	2,889	8,061	103,189	—
Total Plymouth	2,880	—	2,889	8,061	103,189	—
Wrangler	1,248	—	1,035	3,172	41,073	—
Total Jeep	1,248	915	1,035	3,172	41,073	28,947
CHRYSLER MOTORS	10,212	8,972	9,764	28,394	347,366	347,299
FORD MTR. (lt. trks.)	3,648	3,499	2,878	10,110	131,079	121,038
Light trucks	3,591	—	2,704	9,111	124,591	—
Vans	1,561	—	1,185	4,131	47,900	—
Total Chevrolet	5,152	—	3,889	13,242	172,491	—
Light trucks	1,589	—	1,154	4,455	61,980	—
Vans	584	—	527	1,841	24,137	—
Total GMC	2,273	—	1,681	6,096	86,117	—
GENERAL MOTORS	7,425	5,158	5,570	19,338	258,608	187,632
NAVISTAR	270	230	215	759	9,380	7,862
Total Trks., Canada	21,555	17,859	18,427	58,601	746,433	663,851
U.S., Canada Trks.	103,050	97,114	98,759	303,140	4,090,174	3,794,009

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.